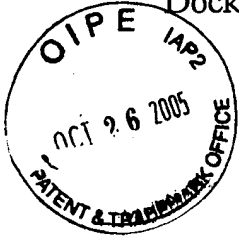


Docket No. 41759-57264

Patent



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Application of: Matthew John Bending | : | |
| | : | Confirmation No. 4180 |
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| U.S. Patent Application Serial No. 09/885,650 | : | |
| | : | Examiner: Michael Bekerman |
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| | : | Customer No. 021888 |
| Filed: June 20, 2001 | : | |
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| | : | Group Art Unit: 3622 |
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| For: SYSTEM AND METHOD FOR THE | : | Attorney Docket No. 41759-57264 |
| RENTAL OF ADVERTISING AND | : | |
| PROMOTIONAL SPACE IN PUBLIC | : | |
| FACILITIES | : | |
| | : | |
| Mail Stop Amendment | : | |
| Commissioner for Patents | : | |
| PO Box 1450 | : | |
| Alexandria, VA 22313-1450 | : | |

FIRST AMENDMENT

In response to the Office Action of August 11, 2005, please amend the above-identified application as follows:

Amendment to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.